VIRGINIA —
IS THIS THE ENTIRE
TOUR?
Jim T.

PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

RECEIVED
FEB 12 1986
J. L. THOMPSON'S OFFICE

February 11, 1986

NO, this is just the Spring tour. The Fall tour starts in Oct.
MQ

Virginia May I have the complete list of markets (+dates if avail)
J.T.

Mr. Keith Baldwin
TV Guide
1290 Avenue of the Americas
New York, NY 10019

Dear Keith:

Jim, See attached MQ

The following is TV Guide's schedule of issue dates and editions which will carry Marlboro's 1986 Country Music Promotion.

Issue Dates	Edition
3/08	Phoenix
3/08	Tucson
3/15	Fresno
3/15	San Francisco Metro
3/22	Phoenix
3/22	Tucson
3/22	Nebraska
3/22	Kansas City
3/29	Fresno
3/29	San Francisco Metro
3/29	Cleveland Metro
3/29	Detroit
4/05	Iowa
4/05	Chicago
4/05	Nebraska
4/05	Kansas City
4/12	Detroit
4/12	Cleveland Metro
4/19	Iowa
4/19	Chicago

FYI - TV Guide is scheduled to run two insertions for each city.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzpm0004

I would appreciate your forwarding two copies of each issue to my attention as soon as they become available. If you have any questions, please call me at (212) 878-2772. Thank you.

Regards,

Virginia Gong
Media Analyst

VG:tr

cc: C. Beck
C. Lee
J. Thompson

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